



«MANAGED MARKETING SERVICES»

TURN TO OUR GLOBAL NETWORK OF CHANNEL PARTNERS FOR INNOVATIVE SOLUTIONS, INDUSTRY EXPERIENCE, AND TECHNOLOGY EXPERTISE.

AUTODESK PARTNER CENTER MIGRATION

THE RUNDOWN

Autodesk, Inc., is a leader in 3D design, engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries—including the last 19 Academy Award winners for Best Visual Effects—use Autodesk software.

THE GOALS

Autodesk partners offer world-class technical expertise, providing the software, training, and services for customers need to succeed. Autodesk partners help customers increase efficiency, gain a competitive advantage and drive innovation.

- Partner Center migration into new CMS (Open Text)
- Countries: Global
- Features: SSO, User Management, News&Partner Portal, Learning&-Training, Service, Sales Administration, Operations, Leadmanagement, Registration Forms

THE APPROACH

- Teamsize: 15 + Offshore and Nearshore Development
- Method: Agile
- System: Open Text CMS
- Webservice: SSO, Salesforce, APRIMO

THE RESULTS

- A new and centralized platform that saves communication revision costs and time.



«OUR CHANNEL PARTNERS ARE A SMART EXTENSION OF OUR BUSINESS. OUR PARTNER PORTAL PROVIDES AUTODESK PRODUCT NEWS, TOOLKITS, TRAINING RESOURCES, AND CUSTOMIZED PRICELISTS AND PROMOTIONS.»

OUR TASKS



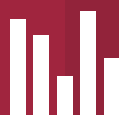
STRATEGY

- Goal analysis - use of existing technical and operational options
- Change Management
- Digital Transformation



MARKETING OPERATIONS

- Stakeholdermanagement
- Projectmanagement (PMI and Scrum)
- Lead Management
- Offshore & Nearshore Development



ANALYSIS & OPTIMIZATION

- Project Controlling and Optimization
- Risk Analasys and Minimization

WORKFLOW

Interim Management (San Francisco US)